

Year	Month	Event Description	Category
2019	March	Inflated tracking of LASIK to \$600 promo campaign	analytics
2019	March	SQL Goals started tracking via events	analytics
2019	May	MQL Goals started tracking via events	analytics
2019	June	SQL Phone Calls started tracking via events	analytics
2019	August	LASIK display campaigns were paused	paid digital
2019	September	GMB utm codes were removed by an unknown entity	analytics
2019	October	LASIK display campaigns were resumed	paid digital
2020	January	Call Center menu tree change (#2 over #3)	null
2020	March	COVID-19 Onset in the United States	null
2020	March	Patiet Pipeline LASIK Facebook campaigns go live	paid digital
2020	March	Furlough begins. All Campaigns go dark	paid digital
2020	March	COVID-19 Arizona Mandotory Stay at home	null
2020	June	COVID-19 Arizona second mandatory shut-down	null
2020	September	Callrail number-pool increased to 25 numbers	website
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Jan 1, 2020 - Sep 30, 2020

Region

Default Channel Grouping

Barnet•Dulaney•Perkins

EYE CENTER

Website Users

Chart:1 - Website Users

US_OTHER

Other

US_AZ

50.3%

33.4%

16.3%

Chart:2 - Website Users

Earned

Direct

Paid

Other

86.4%

8.9%

Chart:3a - Website Users

Users

Users (previous year)

122,547

118,583

103,698

88,987

109,262

100,468

118,238

108,562

99,484

70,722

65,072

78,926

89,456

100,466

126,466

130,440

140,292

85,605

Chart:3b - Website Users

Other

US_AZ

US_OTHER

users

57,610

59,285

51,290

45,941

56,625

62,196

63,288

67,672

40,572

35,533

34,041

32,799

32,302

37,460

41,413

43,937

49,087

31,459

29,411

25,677

19,971

10,970

15,543

23,295

23,679

24,003

13,874

Chart:4 - Website Users

Earned

Direct

Paid

Other

users

93,415

97,967

90,474

81,480

99,506

112,660

115,410

122,371

74,597

29,411

9,926

9,282

7,538

9,014

12,304

12,284

14,948

9,122

9,037

9,926

9,282

7,538

9,014

12,304

12,284

14,948

9,122

Chart:5 - Website Users

Blog

Services

Undefined

Locations

Home

Doctors

Contact\Sched

Your Visit

Other

users

175K

150K

125K

100K

75K

50K

25K

0

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Website Conversions

Phone calls can not be attributed to a specialty.
In most cases all specialty based conversions are based on Forms

MQL - General

No data

No data

SQL - General Eye

476

7.7%

ALL - General

476

7.7%

SQL - All Forms

584

5.6%

Chart:6

US_AZ

US_OTHER

Other

73.7%

21.9%

Chart:7

Earned

Direct

Paid

Other

52.8%

36.7%

10.5%

Chart:8

Goal Completions

4K

3K

2K

1K

0

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Chart:9

Earned

Direct

Paid

Other

2K

1.5K

1K

500

0

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Chart:10

Direct

Organic Search

Local

Paid Search

Referral

Social

Email

Display

(Other)

4K

3K

2K

1K

0

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Chart:11

Forms SQL

Phone Calls

Forms MQL

2K

1.5K

1K

500

0

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Chart:12

*this does not include phone calls

Medium - CASE Mod / General Eye / Cataracts / LASIK / Other

Earned

Direct

Paid

Year Month

General Eye

Cataracts

LASIK

Other

General E...

Cataracts

LASIK

Other

General E...

Cataracts

LASIK

Other

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Chart:13

*page groupings by which phone call conversions take place

Locations

Home

Services

Doctors

Blog

Undefined

Contact\Sched

Your Visit

Other

2K

1.5K

1K

500

0

Jan 2020

Feb 2020

Mar 2020

Apr 2020

May 2020

Jun 2020

Jul 2020

Aug 2020

Sep 2020

Sep 1, 2020 - Sep 17, 2020

Campaign type

Campaign

Cost

\$13,465

↑ 11%

Clicks

4,110

↑ 11%

CTR

7%

↓ 0%

Avg. CPC

\$3.28

↑ 0%

Conv. rate

6.76%

↓ -2%

Conversions

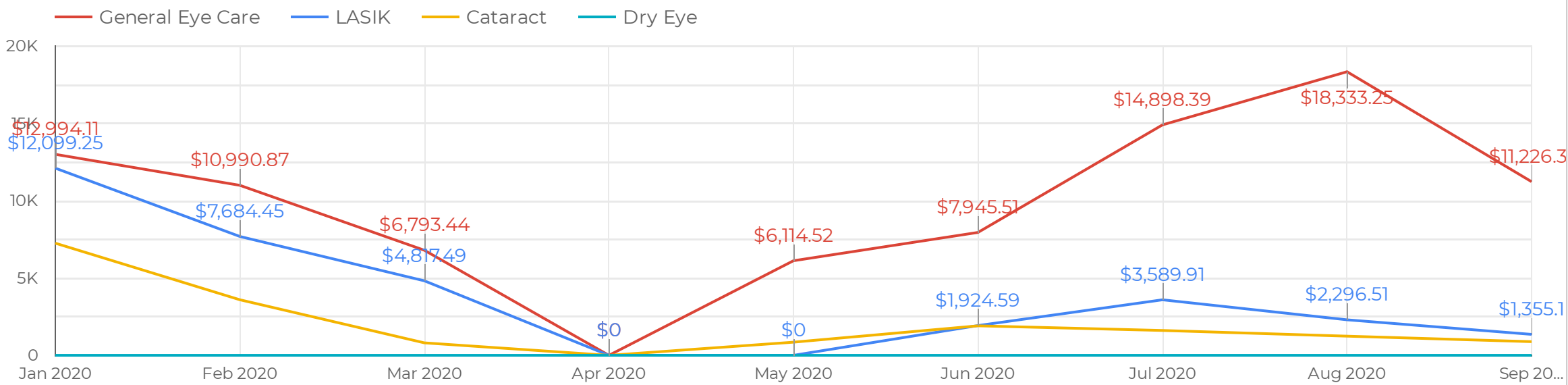
278

↑ 8%

Cost / conv.

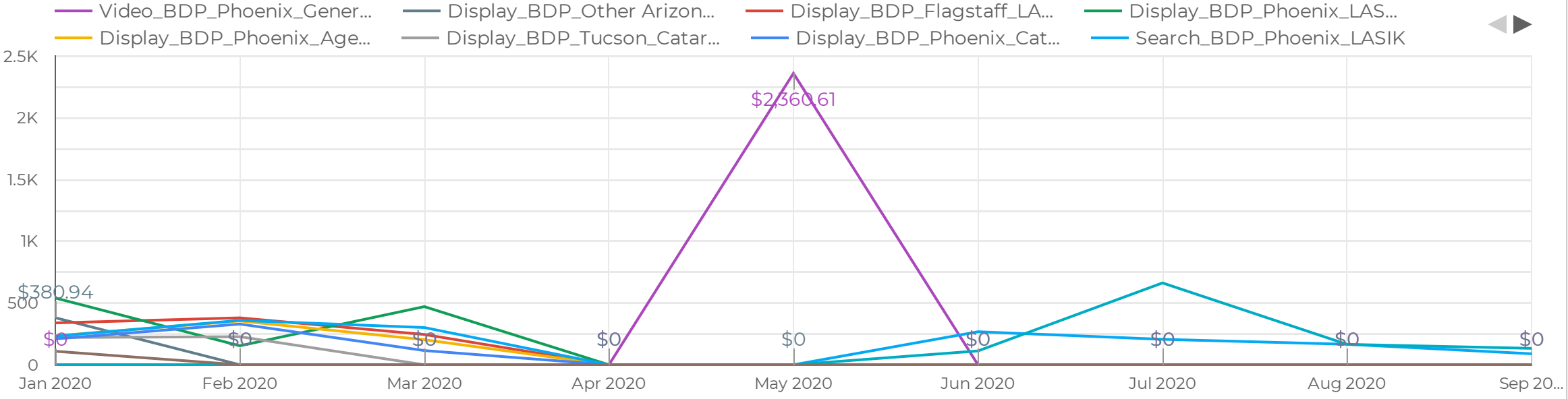
\$48.43

↑ 3%



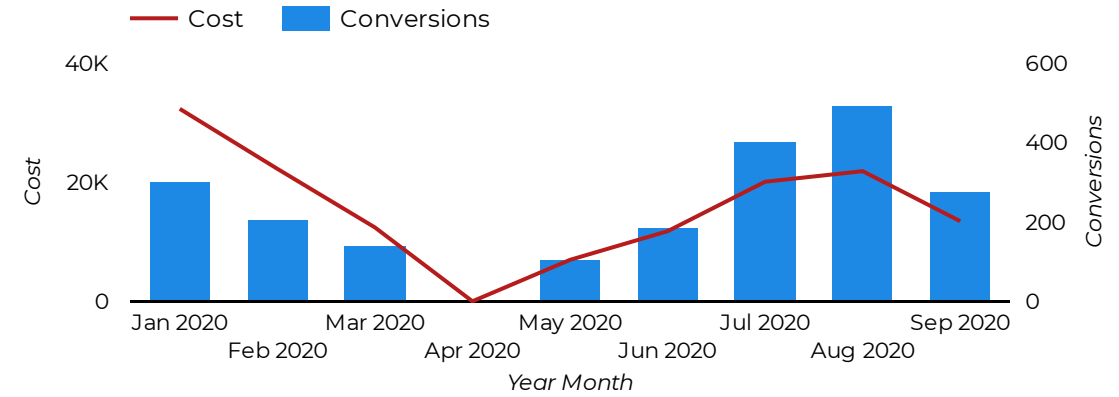
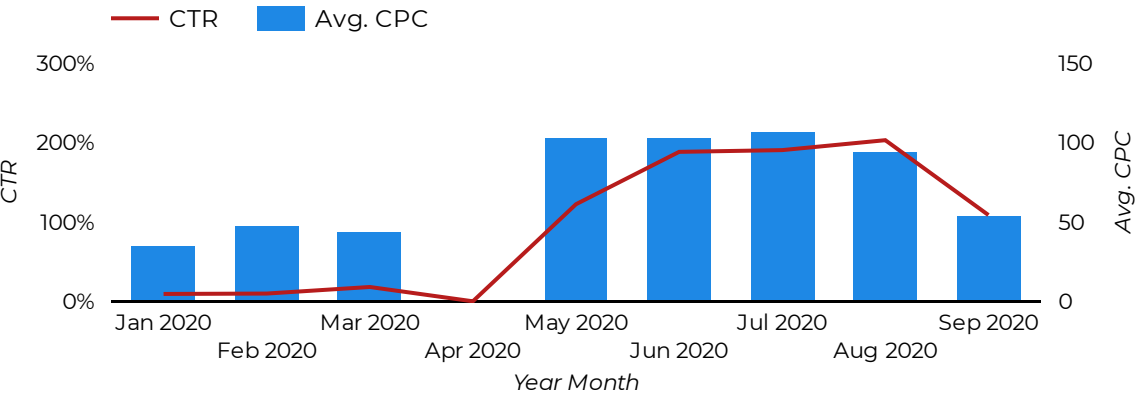
Campaign Specialty / Clicks / Conversions						
General Eye Care			LASIK		Cataract	
Month	Clicks	Conversions	Clicks	Conversions	Clicks	Conversions
Jan 2020	3,515	2...	12,351	47	11,414	34
Feb 2020	2,800	170	5,743	24	5,671	11
Mar 2020	1,708	116	2,739	17	1,650	7
May 2020	1,826	94	-	-	136	13
Jun 2020	2,993	162	117	8	341	15
Jul 2020	5,203	371	323	18	306	13
Aug 2020	6,465	4...	274	15	270	14
Sep 2020	3,707	2...	219	15	184	11

Campaign type / Conversions / Cost / conv. / Conv. rate / CTR											
Search Only					Display Only				Video		
Month	Conversions	Cost / conv.	Conv. rate	CTR	Conversions	Cost / conv.	Conv. rate	CTR	Conversions	Cost / conv.	Conv. ra
Jan 2020	238	\$71	7%	4.87%	63	\$246	+0%	0.26%	-	-	
Feb 2020	180	\$81	6%	4.78%	25	\$306	+0%	0.27%	-	-	
Mar 2020	125	\$76	7%	5.24%	15	\$191	+0%	0.25%	-	-	
May 2020	106	\$43	6%	7.26%	-	-	-	-	1	\$2,411	+0%
Jun 2020	185	\$63	5%	6.4%	-	-	-	-	0	\$0	0%
Jul 2020	402	\$50	7%	6.24%	-	-	-	-	-	-	
Aug 2020	493	\$44	7%	6.75%	-	-	-	-	-	-	
Sep 2020	278	\$48	7%	6.65%	-	-	-	-	-	-	



Campaign	Clicks	% Δ	CTR	% Δ	Cost ▾	% Δ
Search_BDP_Phoenix_General Eye Care	2,495	15.6% ↑	7%	-1.0% ↓	\$7,706	24.5% ↑
Search_BDP_Tucson_General Eye Care	946	2.4% ↑	7%	-7.8% ↓	\$2,940	8.1% ↑
Search_BDP_Phoenix_LASIK	210	3.4% ↑	6%	24.9% ↑	\$1,251	-31.3% ↓
Search_BDP_Phoenix_Cataracts	128	29.3% ↑	4%	11.5% ↑	\$617	44.9% ↑
Search_BDP_Northern Arizona_General Eye Care	266	-0.7% ↓	10%	4.5% ↑	\$581	-5.8% ↓
Search_BDP_Tucson_Cataracts	55	15.7% ↑	10%	15.7% ↑	\$265	0.7% ↓
Grand total	4,110	10.8% ↑	7%	-0.5% ↓	\$13,465	11.3% ↑

Campaign	Conv. rate	% Δ	Conversions ▾	% Δ	Cost / conv.	% Δ
Search_BDP_Phoenix_General Eye Care	7%	-1.2% ↓	177	14.2% ↑	\$44	9.0% ↑
Search_BDP_Tucson_General Eye Care	6%	1.2% ↑	58	3.6% ↑	\$51	4.4% ↑
Search_BDP_Northern Arizona_General Eye Care	6%	-31.5% ↓	17	-32.0% ↓	\$34	38.5% ↑
Search_BDP_Phoenix_LASIK	7%	35.3% ↑	14	40.0% ↑	\$89	-51.0% ↓
Search_BDP_Phoenix_Cataracts	7%	-30.4% ↓	9	-10.0% ↓	\$69	61.0% ↑
Grand total	7%	-2.4% ↓	278	8.2% ↑	\$48	2.9% ↑



Earned == "organic", "local", "referral", "email", "link"
Direct == "(none)"
Not Avail == "(not set)"
Paid == "cpc", "cpm", "display"
Other == [everything else]

Jan 1, 2020 - Sep 30, 2020

Region

Default Channel Grouping

Barnet•Dulaney•Perkins
EYE CENTER

LASIK

Website Visitors

Chart:1

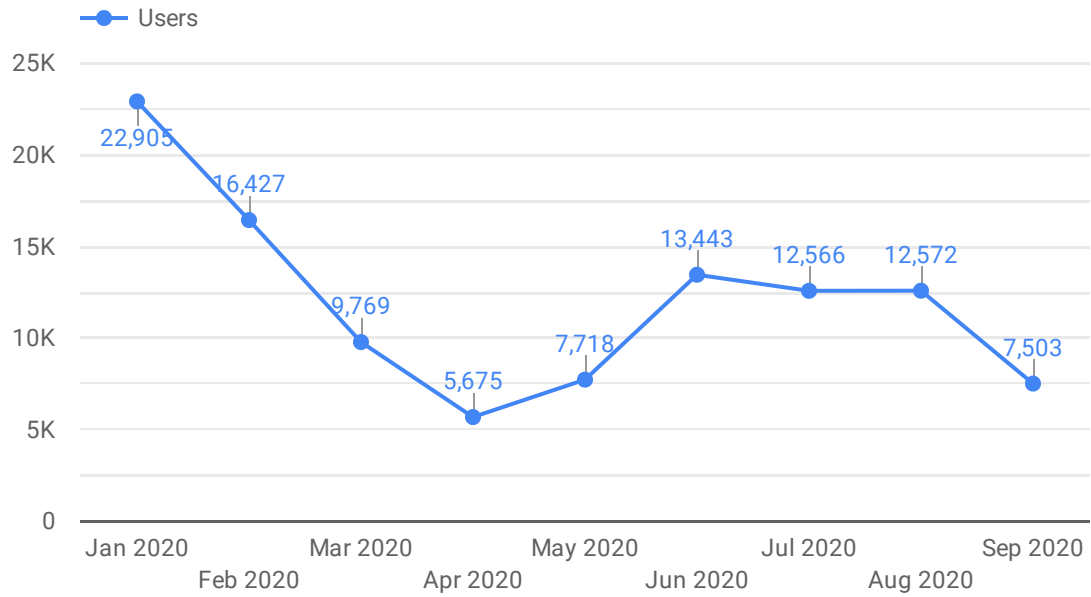
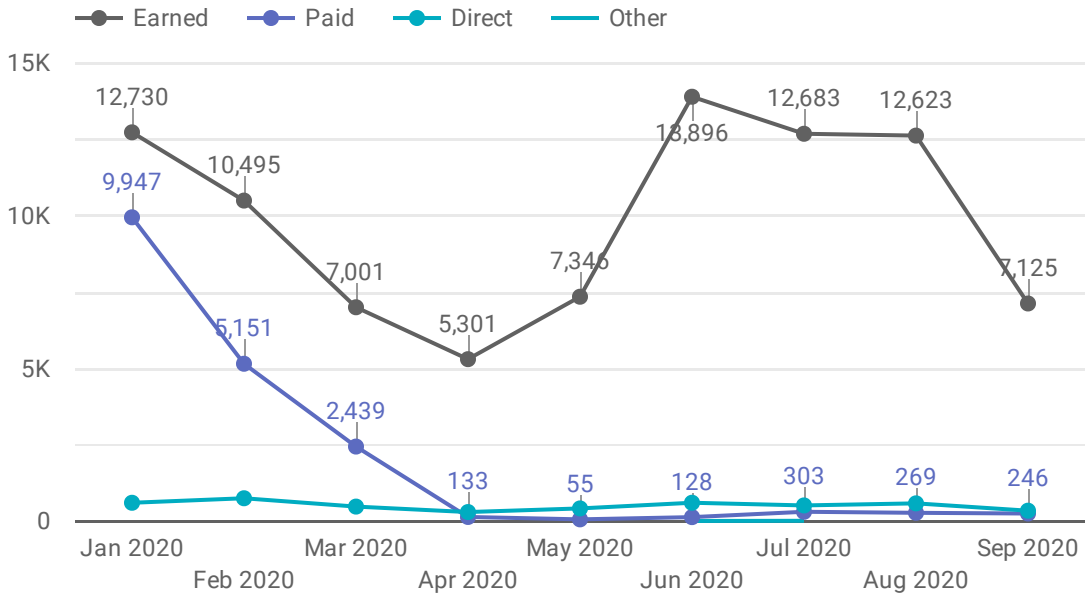


Chart:2



Website Conversions

Chart:3

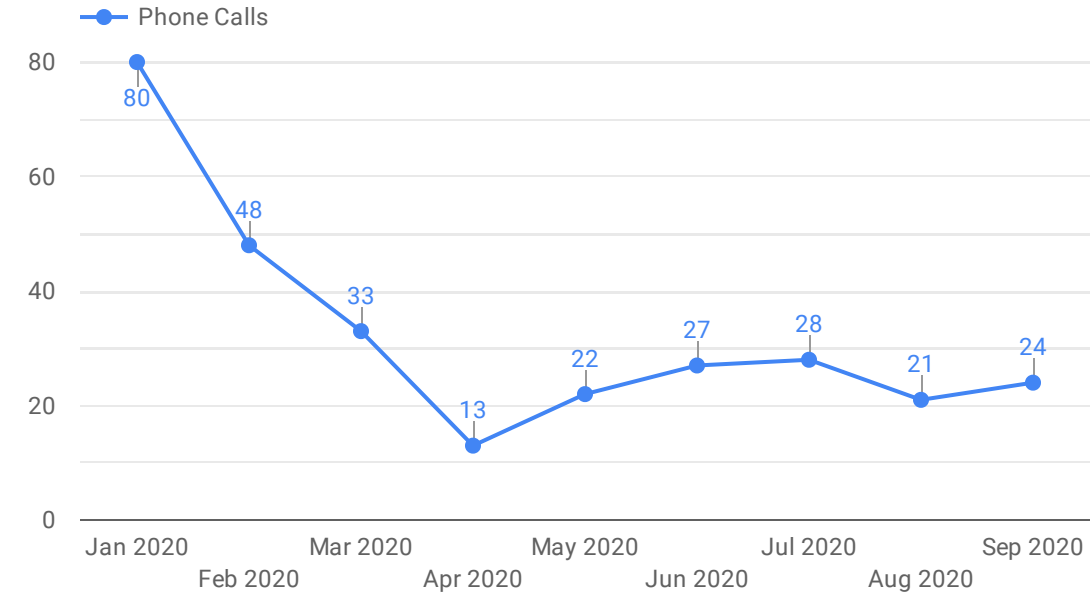


Chart:4

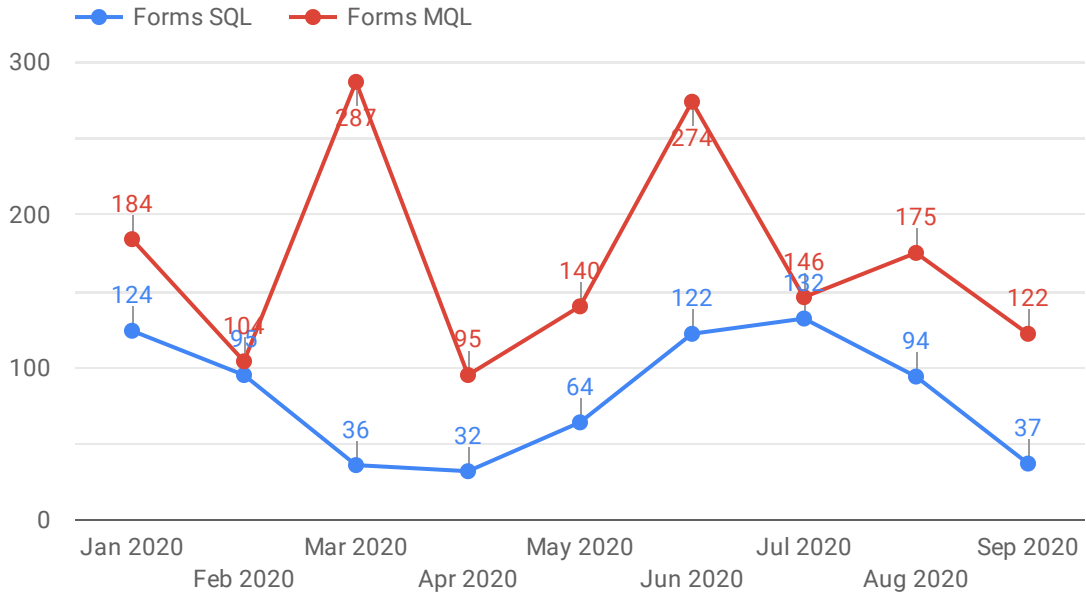
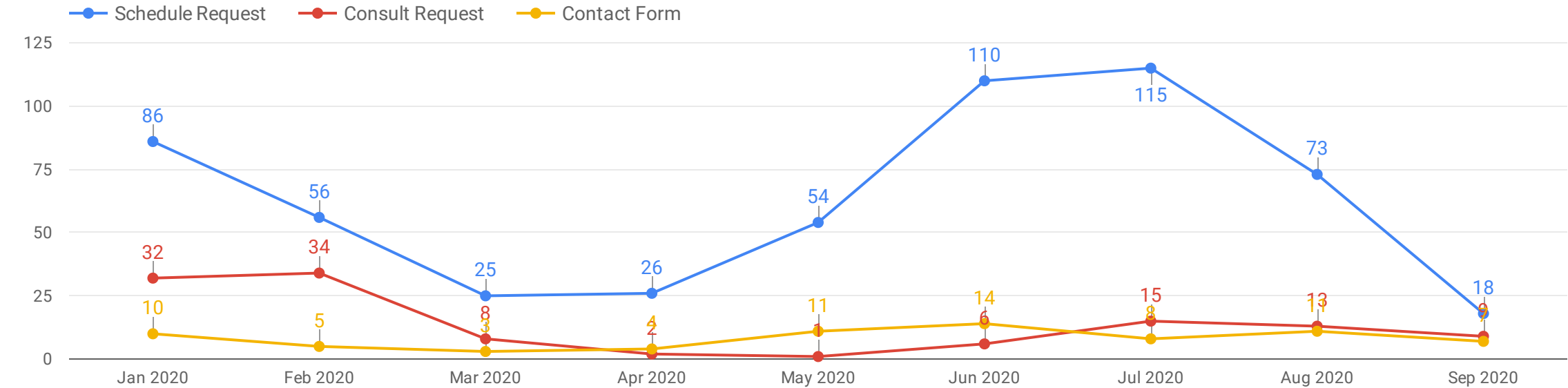
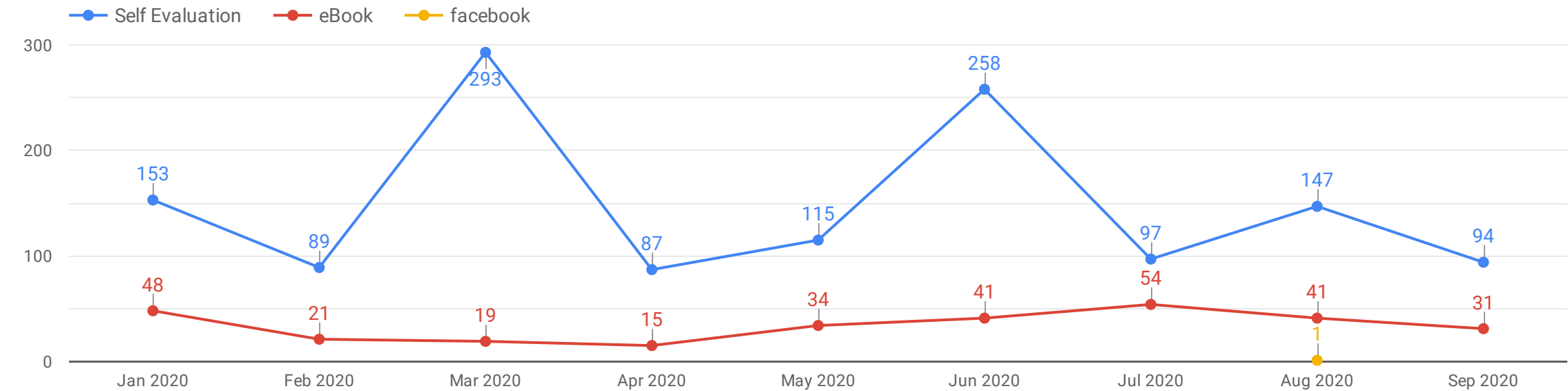


Chart:5

Forms SQL (break out)



Forms MQL (break out)



+ indicates a broad match keyword
[] indicate exact match

Search Engine Organic Queries

	Query	Search Query - CA...	Impressions	Clicks ▾	Site CTR	Average Position
1.	sore eyelid	Other	5,373	466	8.67%	4.17
2.	astigmatism	Other	43,998	412	0.94%	6.96
3.	how to protect your eyes	Other	1,213	163	13.44%	1.22
4.	burning eyelids	Other	781	135	17.29%	3.48
5.	spots in vision	Other	2,749	133	4.84%	5.38
6.	how do polarized sunglasses work	Other	676	128	18.93%	1
7.	eye dryness home remedies	Other	398	124	31.16%	1.42
8.	seeing white spots	Other	2,734	120	4.39%	3.85
9.	goodeyes	Other	233	117	50.21%	3.55
10.	why does my eyelid hurt	Other	2,400	108	4.5%	2.65

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Search Engine Paid Queries

	Search keyword - CASE Mod (replace)	Search keyword - CASE Mod	Search keyword mat...	Match type	Impressions	Clicks	Conversions ...
1.	eye care clinic	Care/Clinic/Center	Broad	Broad	146,567	6,539	501
2.	eye doctor near me	Doc. related	Broad	Broad	30,748	1,807	126
3.	eye specialist	Doc. related	Exact	Exact	22,184	982	74
4.	ophthalmologist	Doc. related	Exact	Exact	22,319	1,103	65
5.	ophthalmologist	Doc. related	Broad	Phrase	25,941	1,230	65
6.	eye specialist	Doc. related	Broad	Phrase	20,567	859	61
7.	eye clinic	Care/Clinic/Center	Broad	Phrase	12,282	624	57
8.	dry eyes	Dry Eye	Broad	Phrase	10,439	433	45
9.	eye doctor near me	Doc. related	Exact	Exact	8,266	530	43
10.	ophthalmologist near me	Doc. related	Exact	Exact	6,325	563	37
11.	eye doctor near me	Doc. related	Broad	Exact	7,066	476	33
12.	lasik eye surgery	Refractive	Exact	Exact	8,627	336	30
13.	optometrist near me	Doc. related	Exact	Exact	5,976	328	25
14.	vision center	Care/Clinic/Center	Broad	Phrase	10,895	274	16
15.	optometrist doctor	Doc. related	Exact	Exact	4,260	163	13
16.	optometrist doctor	Doc. related	Broad	Broad	5,917	118	12
17.	eye doctor near me	Doc. related	Broad	Phrase	3,704	259	12
18.	optometrist	Doc. related	Exact	Exact	5,759	174	10
19.	lasik surgery	Refractive	Broad	Phrase	5,733	99	9
20.	lasik Phoenix	Refractive	Broad	Broad	757	47	9
21.	laser eye surgery near me	Generalized	Exact	Exact	422	34	9

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